



COMPAQ PAGEMARQ Printers continue new era





Introducing the fastest, sharpest network laser

When Compaq asked network users what they really needed in a printer, their answers were very clear. They wanted faster throughput, simultaneous communications, direct network connectivity, increased print quality, greater paper capacity, support of multiple page description languages, and ease of use.

Compaq listened and responded with the introduction of two new network laser printers. We applied our expertise in the PC and Systems arena and developed the COMPAQ PAGEMARQ 20 and COMPAQ PAGEMARQ 15 Laser Printers.

COMPAQ PAGEMARQ was designed for large departmental networks with more than 20 users, who require speed and efficient paper handling, which was previously available only through large, expensive console printers. COMPAQ PAGEMARQ 20 is suitable for performance-conscious users in demanding CAD/CAE or graphics arts applications. The COMPAQ PAGEMARQ 15 is designed for value-conscious users in medium-to-large DOS or Apple environments.

With the introduction of the COMPAQ PAGEMARQ Laser Printers, Compaq enters one of the fastest-growing segments of the printer industry — the network printer market. This market segment enjoys a compound annual growth rate of 25 percent, four times the growth rate of other segments of a worldwide printer market expected to reach \$30 billion by 1995.

"Today's announcement of the COMPAQ PAGEMARQ network printers, which are a true leap forward in printer



Compaq really stacks up against the competition. PostScript output averages 100 percent faster throughout than the HP IIISi.

technology and performance, demonstrates our ability to direct our proven technical leadership and resources to address promising new market opportunities and deliver the best value in our industry. It also broadens our existing product line with a category of products that are a natural complement to our existing PC and server products," said Eckhard Pfeiffer, CEO. "We're leveraging not only our engineering and marketing expertise with these innovative new printers, but our considerable expertise in network testing and integration, as well as our strong distribution and established customer support programs," Pfeiffer added.

Unmatched speed

Compaq is delivering the world's fastest all-around desktop printer – the COMPAQ PAGEMARQ 20 – which is twice as fast on average as the Hewlett Packard LaserJet IIISi in PostScript applications. The COMPAQ PAGEMARQ 15 is on average 50 percent faster.

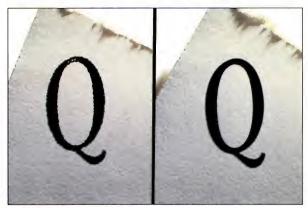
The COMPAQ PAGEMARQ printers are built around advanced print engines from Xerox International Partners through a joint venture with Fuji Limited and assembled in the United States and Europe. These engines have been customized through a joint exchange of technology to incorporate COMPAQ innovations.

Leveraging its 10 years of electronics expertise, Compaq designed the controller boards for the PAGEMARQ network laser printers using high-speed AMD 29000 RISC processors. We engineered the controllers for the best performance possible. The COMPAQ PAGEMARQ 20 controller features a 20-MHz RISC processor with 128-Kbytes of cache enabling it to print up to 20 pages per minute. And

the COMPAQ PAGEMARQ 15 with a 16-MHz processor prints up to 15 pages per minute.

A communications wizard

To accommodate a variety of network environments, Compaq built the PAGEMARQ printers with five expansion slots/ports which can be used simultaneously. The printers



The new COMPAQ High-Resolution Mode gives our printers the edge over ordinary 300 x 300 dpi printers.

can support the following all at the same time: PC Network Users, Macintosh Users, Internal FAX Modem option, Parallel Device and Serial Device. In addition, the printers can be directly connected to a NetWare or AppleTalk network. Direct Novell connectivity is supported via Ethernet and Token Ring interfaces without the need for a dedicated print server. This feature conserves system costs and support requirements.

Outstanding resolution

Both models of COMPAQ PAGEMARQ support up to 800 x 400 DPI in PostScript, delivering extremely sharp and crisp graphics output without massive amounts of memory. Through an innovative data compression technique, Compaq squeezes more printer dots into less RAM, without needing more than the printer's standard 4 megabytes of memory.

For text, Compaq offers high-quality 300 x 300 DPI (dots per inch) resolution along with COMPAQ Print Enhancement Technology (PET) in PostScript and Printer Control Language (PCL). PET produces sharper edges and smoother curves by putting smaller dots on the paper at precisely calculated locations. These new printers come standard with 50 fonts — 43 scalable and 7 fixed resident fonts for PostScript and PCL. Adobe Type Manager for Windows for use by up to 15 users is packaged with each printer — allowing users to view on screen exactly what will print out.

Optional 1- and 2-Megabyte Programmable Font Modules and an internal 60-Megabyte Hard Drive are available for permanent storage of PostScript fonts that are constantly accessible by all users on the network. The network users do not have to download needed fonts.

No language barriers

The new COMPAQ PAGEMARQ Laser Printers offer the printing speed, resolution and paper capacity that users look for in a network printer. But they also offer something that helps set them apart from other network printers: the ability to accurately print documents described by either PostScript or PCL languages with no user



Users of the new COMPAQ printers have instant access to 50 internal fonts.



The COMPAQ printers can print just about anything – 11 by 17-inch docu

intervention. COMPAQ PAGEMARQ Laser Printers support the latest versions of PostScript Level 2 and PCL 5. Not only do they support both languages, but they determine the appropriate language of each incoming job and automatically switch to PostScript or PCL with no user intervention.

With innovative technology known as Intelligent Emulation Sensing (IES), the printers automatically distinguish between jobs set up for PostScript and PCL languages, reliably configure the printer, and then correctly print each job. For example, one user might send a job from an application configured for the PostScript language; another a job set up for the PCL language; and a third a simple "Print Screen" command. When the COMPAQ printer receives the jobs, it prints all three with absolute reliability without users having to manually change settings on the printer.

Based on thoroughly tested and proven technology, Intelligent Emulation Sensing performs reliably in a wide variety of environments, has very low performance overhead, can be turned off, and can even be configured for individual printer ports. Users don't need to modify application drivers to use it, as it works with their existing applications and drivers.

printers - the COMPAQ PAGEMARQ 20 and 15



nents, labels, envelopes, overbeads and more.

Unrivaled paper capacity

Network printers create real paper-handling challenges such as machines out of paper, jobs printed on the wrong size paper, or a full output tray resulting in paper all over the floor. The COMPAQ PAGEMARQ Laser Printers offer the paper-handling features to meet the challenges of even the most paper-hungry, demanding network applications. COMPAQ PAGEMARQ printers accomplish the input challenge through the use of its motorized TwinTrays — a unique Compaq patented feature. Each tray holds 500 sheets — a complete ream of paper. This ream is divided into 2 stacks of 250 sheets. When one stack is depleted, the motorized system pushes the remaining stack into place.

The COMPAQ PAGEMARQ 20 offers a 1,500-sheet capacity by using three TwinTrays. That is 50 percent more than any other network printer in this price range. The COMPAQ PAGEMARQ 15 comes with one TwinTray and one fixed tray for a 750-sheet total. By adding the second TwinTray, that total increases to 1,000 sheets.

With multiple trays, the COMPAQ PAGEMARQ Laser Printers support different paper sizes without changing the trays. They even support 11 x17 inch paper. This feature is a real asset for CAD/CAE, spreadsheets and desktop publishing. The printers can also support envelopes, transparencies, card stock and labels. An "output full" sensor ensures the COMPAQ PAGEMARQ printers automatically stop when the output tray is full.

Presentation quality faxes

When communicating with another PostScript printer with fax, the printer sends and receives documents in high-resolution PostScript identical to the original sizes up to 11 x 17 inch. Operating at 9600 bps, the optional Internal FAX Modem for the COMPAQ PAGEMARQ printers allows users to send to and receive documents from Group III facsimile machines directly from the printers. The Internal FAX Modem option also allows for PC-generated faxes, software for faxing from DOS, Windows, and Apple applications, original, plain-paper facsimiles, presentation-quality images, and high resolution of up to 800 x 400 dpi.

If you want to send a document from a network PC to a facsimile machine, use the software that Compaq provides with the fax option. Redirect the print job to the fax option, enter the phone number, and the printer does the rest. The modem dials the number, instantaneously determines the resolution capability of the receiving machine, and sends the appropriate file. If the receiving fax machine is an equally equipped PostScript printer, the facsimile appears on the receiving end just as it appears in the sending office. The fax option makes it possible to send and receive PostScript files at maximum print resolution when sent to or received from another PostScript printer with fax capability.

Recyclable print cartridges

Compaq is concerned about the environment and believes in recycling. To encourage our customers to recycle, we are implementing BackPAQ. This corporate North American recycling program gives customers the opportunity to recycle disposable COMPAQ products at no cost to them. Included in this program are provisions for recycling COMPAQ Print Cartridges. The process for recycling print cartridges is very easy. When the customer is ready to recycle a used print cartridge, they can call our toll-free BackPAQ number at 1-800-524-9859 in the U.S. or 1-800-263-5868 in Canada and provide the requested information. Compaq sends the requestor everything needed for returning the cartridge.

CompaqCare - the most comprehensive service and support program

The COMPAQ PAGEMARQ Laser Printers are covered by CompaqCare, our North America service and support program. A standard one-year, on-site limited warranty covers all COMPAQ products sold on or after May 4, 1992. With this new offering, your customers receive at their location second-business-day repair from participating Authorized COMPAQ Service Providers at no cost. This service, provided by Guaranteed Service Providers, is specific to hardware products and may not be available in certain geographic locations.

Compaq help on printers is also available on CompuServe. Log onto CompuServe and join the COMPAQ Forum. Customers can download drivers, utilities and files free of additional charges. PAQFax is available 24 hours a day, 7 days a week.



The optional internal FAX modem offers a plain paper FAX machine with PostScript capability.

With the Compaq Automated Facsimile Response System (PAQFax), customers can request up-to-date, product-specific information for virtually every COMPAQ product.

Need a Quick Answer?

COMPAQ QuickSource, an information and help software utility for COMPAQ PAGEMARQ Laser Printers is an electronic support software providing answers to product questions and troubleshooting assistance to customers and service providers. QuickSource puts first-line service and support at our customers fingertips. This intelligent technology is similar to the Support Management Automated Reasoning Tool (SMART) within the Compaq phone support organization.

COMPAQ PAGEMARQ distribution

Over 80 percent of network printers are purchased through computer resellers, another 15 percent are purchased through Value Added Resellers (VARS) or system integrators. COMPAQ PAGEMARQ will be distributed through the Compaq worldwide network of resellers, systems integrators, distributors and value added resellers. Besides availability through dealers, Compaq will also market and support printer consumables such as printer cartridges through office supply distributors as well as directly through a toll-free Compaq telephone number as a convenience.



The COMPAQ PAGEMARQ 20 and COMPAQ PAGEMARQ 15 network printers.



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PRODUCT SPECIFICATIONS

	COMPAQ PAGEMARQ 20	COMPAQ PAGEMARQ 15
➤ Print Speed	20 PPM	15 PPM
➤ Processor	20-MHz AMD 29000 RISC with 128K of cache	16-MHz AMD 29000 RISC
➤ RAM	4MB, expandable to 20MB	4MB, expandable to 18MB
➤ Paper Input Capacity	Three 500-sheet Twin Trays (1,500 total)	One 500-Sheet Twin Tray, One 250-sheet Tray (750 total; 1,000 sheet maximum with optional 2nd Twin Tray)
➤ Paper Output Capacity	500 Sheets (face down) 250 sheets (face up)	500 sheets (face down) 250 sheets (face up)
➤ Resolution	800 x 400 and 400 x 400 (PostScript) 300 x 300 and 300 x 300 with Print Enhancement Technology (PostScript/PCL)	800 x 400 and 400 x 400 (PostScript) 300 x 300 and 300 x 300 with Print Enhancement Technology (PostScript/PCL)
➤ Page Description Languages	PostScript Level 2 and PCL 5 (with Intelligent Emulation Sensing)	PostScript Level 2 and PCL 5 (with Intelligent Emulation Sensing)
➤ Paper Trays Available	Letter, legal 11" x 17", A3, A4, A5, B4	Letter, legal, 11" x 17", A3, A4, A5, B4
➤ Paper Types	Stationery, envelopes, transparencies, card stock and labels	Stationery, envelopes, transparencies, card stock and labels
➤ Monthly Usage	Up to 50,000 pages	Up to 50,000 pages
➤ Resident Fonts	43 scalable fonts, 7 fixed fonts	43 scalable fonts, 7 fixed fonts
➤ Standard Interfaces	High-Speed Parallel, Serial (RS232)	High-Speed Parallel, Serial (RS232)
➤ Option Slots	I for AppleTalk I for Ethernet or Token Ring I for Internal FAX Modem	1 for AppleTalk 1 for Ethernet or Token Ring 1 for Internal FAX Modem
➤ Print Cartridge Yield	12,000 pages at 5% coverage	12,000 pages at 5% coverage
➤ Dimensions (WxDxH)	20.4" x 17.1" x 19.4" 51.8cm x 43.4cm x 49.3cm	20.4" x 17.1" x 16" 51.8cm x 43.4cm x 40.6cm
➤ Weight	~85 lbs ~37.6 kg	~65 lbs. ~29.5 kg
➤ Operating Noise	53 db	53 db
➤ Power Requirements	AC-115V-60Hz 250V-50Hz	AC-115V-60Hz 240V-50Hz
➤ Warranty	One-Year On-Site* Limited Warranty	One-Year On-Site* Limited Warranty
➤ Options	2-, 4-, 8- and 16-MB Memory Expansion Kits, internal 60-MB Hard Drive, 1- and 2-MB Programmable Font Modules, Intelligent Network Interfaces (Ethernet, Token Ring, AppleTalk), Internal FAX Modem, Multipurpose Feeder	2-, 4-, 8- and 16-MB Memory Expansion Kits, internal 60-MB Hard Drive, 1- and 2-MB Programmable Font Modules, Intelligent Network Interfaces, (Ethernet, Token Ring, AppleTalk), Internal FAX Modem, Multipurpose Feeder

*This service is provided by contract Service Providers, is specific to bardware products, and may not be available in certain geographic locations. Consult the COMPAQ Customer Support Center for details.



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